

About the University

Sri Avinashilingam Home Science College for Women was established with 45 students by great patriot and educationist **Dr. T.S. Avinashilingam** under the patronage of the Avinashilingam Education Trust in 1957 and reached to its current heights due to the untiring efforts of world renowned educationist and nutritionist, former Chancellor **Dr. Rajammal P. Devadas**. The Institute in its sixty years of establishment, has marched from an affiliating Institute to Autonomous College in 1978 and received the Deemed to be University status from Government of India under Section 3 of the UGC Act in June 1988. The Avinashilingam Institute for Home Science and Higher Education for Women, has been reaccredited with 'A' grade from NAAC and Category 'A' from MHRD.

About Department of Commerce

The Department of Commerce since its inception in 1972 is offering commerce course at the Undergraduate level B.Com, B.Com (Professional Accounting) and B.Com (Computer Applications), Post Graduate Course - M.Com, M.Com (Computer Applications) and Research programmes - M. Phil and Ph. D. The Department has on roll 22 faculty members with 12 having doctoral degree. Special doctoral Programme is offered to Women Chartered Accountants. To encourage University – Industry linkages, MoUs are signed with ICAI, ICWAI and other institutions/industries. The Commerce Department strives to ensure effective understanding and development of various skills through innovative teaching methods, interactive and participative learning and ensures high quality of research. An excellent placement record is maintained by the department and the students are well placed across nation in different positions.

About the Conference

In commemoration of Diamond Jubilee celebrations of the University, Department of Commerce is organizing a National Conference on Digital India: Power to Empower. The journey of e-governance initiatives in India took a broader dimension in mid 90s for wider sectoral applications with emphasis on citizen-centric services. The objective of the Digital India Campaign introduced by our Honourable Prime Minister Narendra Modi in 2015 is to connect the nation particularly, the rural masses through improved digital services. The idea of Digital India Programme is to promote inclusive growth in the fields of electronic services, products, manufacturing, employment opportunities etc., and thereby promoting social transformation optimally. The impact of digital technologies is experienced in every spectrum of our lives and thus, the conference will be a platform for knowledge sharing among students, academicians and practitioners from the corporate world. The conference aims to explore the ways and means of meeting the challenges in the process of digitalization of our economy.

Key Themes of the Conference

- # Leveraging IT for Smarter India
- # Information and Communication for Social Transformation
- # Internet of Things
- # Technology Transformation in Healthcare Sector
- # Smart Villages with 'Smart Cities & Digital Villages'
- # e-Education

Call for Papers

Original research Papers are invited from academicians, industrialists and research scholars on the following sub-themes:-

E-COMMERCE AND BUSINESS

- E-payments
- Digital Marketing
- Risk Management
- Logistics Management
- Digitalization in Financial Sector
- Digitalization in Human Resource Management

DIGITAL GOVERNANCE FOR SUSTAINABLE DEVELOPMENT

- Management of Technology in Industry
- e-Governance
- Digital Library
- Role of Digital Media / Social Media in Industry
- Role of CSR in Sustainable Development

TECHNOLOGY TRANSFORMATION IN HEALTH CARE

- Mobile Technologies in Dynamic Care
- IT: Enhancing Healthcare for a Better Quality of Life
- Universal Health and Sanitation for Inclusive Growth
- Food Security

DIGITAL EMPOWERMENT FOR RURAL ECONOMY

- Reaching the Unreached: Financial Inclusion through Digital India
- Digital Literacy
- Technology for Effective Farming
- Skilling India for Global Competitiveness

LEVERAGING IT FOR SMARTER INDIA

- Security and Governance in the New Era of Computing
- Transforming Business Models through Big Data and the Cloud
- Storage and Computation Management of Big Data on Cloud
- Energy Efficiency and Green Networking
- Smart Cloud and IoT: Smart Homes and Cities
- Technology in Waste Management
- Green Technology and Transportation

Any other related topics

Guidelines for Paper Submission

Delegates who are willing to contribute papers can submit their papers on the themes in the following format: Abstract and Full manuscript in MS-word format not exceeding 10 pages (Size - A4, Line Spacing - 1.5, Font Style -Times New Roman, Font size -12 and Margin - 1 inch) and sent through e-mail to **aducomcon2017@gmail.com**

- Figures, Labels and Charts etc., must be original and not be a scanned copy.
- First page must contain the theme, title and name of the authors, designation, affiliation, contact number and email Id.
- Bibliography and text citation as per APA style.

The manuscript will be subject to blind review process, and the selected papers which are plagiarism free will be published in the book with ISBN on payment of Rs.750.

Registration Fees

Category	Amount (Rs.)
Industrialists and Academicians	1,000
Research Scholars	500
Students	200

Dates to Remember

Abstract Submission	10 th September 2017
Full Paper Submission along with registration Fee	15 th September 2017
Date of Conference	22 nd September 2017
Spot Registration Accepted	

No TA/ DA will be provided to the participants. Accommodation must be made on their own.

Delegates who wish to present the paper in **ABSENTIA** are encouraged to send their abstract and full paper. No Conference kit will be provided to in absentia presenters. They have to pay Rs.250/- in addition to the registration fee.

Registration fee may be sent through NEFT/cash.

Account details for NEFT transfer:

- Name of the Account Holder: The Registrar, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
- Name of the Bank: Indian Bank
- Saving A/C: 6010310202
- Branch name & code: ADU Campus(220), Coimbatore-43
- IFS Code:IDIB000A005

UGC Sponsored
National Conference
on
Digital India : Power to Empower
22nd September 2017

Registration Form

Details of Author :

Name (In Capital Letter) :
Designation:
Institution:
Address for Communication:
.....
E-mail :
Mobile:

Details of Co-Author :

Name (In Capital Letter) :
Designation:
Institution:
Address for Communication:
.....
E-mail:
Mobile:

Registration fee Details:

Amount:
Bank:
Date:
Participation/Presentation:
Title of the paper:
.....
Date:
Place:

Note: Photocopy of Registration form is also accepted

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Department of Commerce

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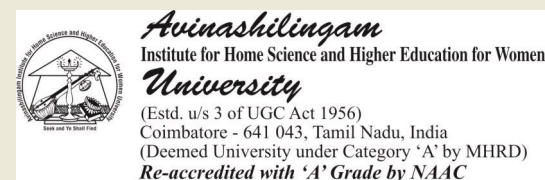
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In Commemoration of Diamond Jubilee Celebrations

UGC Sponsored
National Conference
On

DIGITAL INDIA: POWER TO EMPOWER

22nd September 2017



Organised by

DEPARTMENT OF COMMERCE